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# THE OUTSIDE AUDIENCE

## GOVERNMENT

### STATE DEPT.

- AMBASSADORS / MINISTERS
- FOREIGN SERVICE INST.
- FSI/FSR TRAINING
- OTHER GROUPS & SEMINARS
- AID OVERSEAS ORIENTATION
- NATIONAL INTERDEPT. SEMINAR

### OTHER

- SENIOR FOREIGN OFFICIALS
- CONTRACT OFFICERS
- OTHER GOVT. OFFICIALS
- CIVIL SERVICE GROUPS

### DEFENSE DEPT.

- SENIOR MILITARY OFFICERS
- ATTACHES
- SENIOR CIVILIANS
- MIL. SCHOOLS & COLLEGES
- DIS
- OTHERS

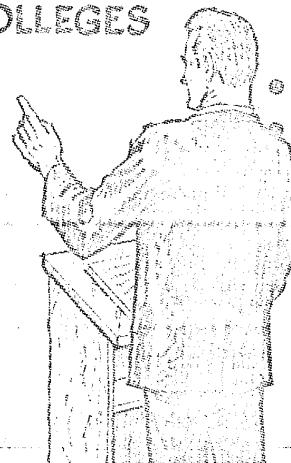
## PRIVATE

### UNIVERSITIES

- FORMAL COURSES
- STUDENT GROUPS

### OTHER

- BUSINESS GROUPS
- INDIVIDUALS



*THE AGENCY'S IMAGE AS INFLUENCED BY OTR*

# IMPACT OF OTR ON THE CIA IMAGE

## COVERAGE



- HISTORY U.S. INTELLIGENCE
- NATIONAL SECURITY STRUCTURE
- INTELL SUPPORT U.S. POLICY
- USIB: IT'S FUNCTIONS
- DCI'S RESPONSIBILITIES
- CIA POSITION IN INTELLIGENCE COMMUNITY
- CIA ORGANIZATION
- CIA METHODOLOGY FOR MAJOR TASKS
- OTHER TOPICS  
(E.G. COMMUNISM)

## OBJECTIVES



- TO PRESENT PROPER PERSPECTIVE ON TAP ROOTS OF U.S. INTELL
- TO DISPEL CONFUSED CONCEPTS OF POLICY-INTELL RELATIONSHIPS
- TO DISPEL MISCONCEPTIONS ABOUT NATIONAL INTELLIGENCE
- TO EXPLAIN CIA'S UNIQUE RESPONSIBILITIES
- TO IDENTIFY MAJOR CONTROLS OVER CIA
- TO EMPHASIZE PROFESSIONALISM IN AGENCY
- TO PRESENT GENERAL PICTURE OF AGENCY'S ACTIVITIES, FACILITIES AND SERVICES OF COMMON CONCERN

## IMPACT



POSITIVE IMAGE OF CIA FROM  
293 BRIEFINGS BEFORE  
13,732 KEY GOVERNMENT AND  
PRIVATE INDIVIDUALS

## RESULTS

- INCREASED UNDERSTANDING
- POSITIVE ATTITUDES
- FRUITFUL CONTACTS
- COOPERATIVE ACTIONS
- BETTER  
"PUBLIC IMAGE"

# OTR BRIEFING PROGRAMS - Audience Summary for CY 1966

*confidential*

## GENERAL BRIEFING PROGRAM

INTELLIGENCE SCHOOL RESPONSIBILITY

AUDIENCE

*Personnel Audience*

### STATE DEPARTMENT

• Ambassadors + Ministers	4	4
• Foreign Service Institute	14	692
• AID (overseas orientation)	25	1476

### DEPARTMENT OF DEFENSE

• Senior Military Personnel	12	220
• DIS and other Schools	19	1015
• other JCS/DIA Orientation	2	197

### OTHER U.S. GOVT.

• Liaison officers, schools	21	693
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### SENIOR FOREIGN OFFICIALS

• 15 Countries	27	57
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### PRIVATE GROUPS

(including university groups)	15	301
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TOTALS	137	4361
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## OTHER OTR PROGRAMS

### EXTERNAL BRIEFINGS ON INTERNAT'L COMM.

• STATE + AID	79	(3323)
• DEPT. DEFENSE	45	(192)
• PRIVATE GROUPS	8	(200)

### COUNTERINSURGENCY

• NIS + OTHER	22	(2054)
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### TOTAL OTR EXTERNAL BRIEFINGS

293 (13,732 persons)

PERCENTAGE OF EFFORT  
(BASED ON NUMBERS IN AUDIENCE)

STATE + AID	40%
DEFENSE	33%
OTHER U.S. GOVT.	22%
FOREIGN OFFICIALS	1/2%
PRIVATE GROUPS	4%